

When it's business only, please

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ALL too little attention has been paid to the needs of the business woman. Her clothes must meet the demands of service as well as of smartness. The American woman has the added task of keeping up her reputation as being the best dressed business woman in the world. Holding these things in mind, we have spent much time and effort in selecting the clothes on this page. If you are a business woman, you will want to know more and more about them. Picture yourself — faultlessly tailored, immaculately trim as to blouses, boots, and hats,—that is one of the reasons why doing without you would mean a speedy return to the Dark Ages.

Suits & Coats

An especially good suit is shown at the left. It is fashioned of heather jersey, the back is laid in flat pleats, and the front shows novel pockets. **\$44.75**

Macy's—Third Floor, 54th St., Rear.

Next to it is a leatherette utility coat which comes in tan or black. **\$28.75**

Illustrated at the right is an angora wool coat of dark heather mixture. Part of its charm lies in a dashing scarf, and part of its smartness in a narrow leather belt. **\$69.75**

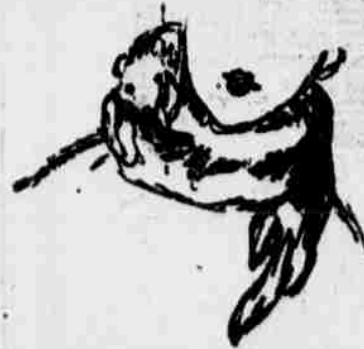
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Waists

When one's pencil is flying busily over that white note book and one's thoughts are a jumble of organization, efficiency, systemizing, and the price of Steel, Inc., one wears brisk blouses as serviceable as they are fresh and dainty. At the left below is a cross bar dimity trimly tucked, and frilled as crisply as an October morning. **\$3.74**. The other model is also of dimity with collar and cuffs of piquet. **\$3.74**

Macy's—Third Floor, 54th St.



Hats

All your brilliant business ideas have a much better chance when worn under the right shape of velvet and feathers. Our millinery department is crowded with models that promise service and style that will wear in all weathers. Illustrated at the right is a velvet toque laid around with a natural feather breast. **\$18.18**

At the left is a roll velvet sailor which features a softly shirred arrangement of velvet on the turn-up brim, sure to be becoming. **\$14.50**

Macy's—Second Floor, 54th St.

Dresses

As far as frocks are concerned, the woman who goes to business depends largely on navy blue tricotine. This fact, however, does not mean that she must wear one of those stodgy just-like-every-other-dress affairs. Rather does she choose a model like that illustrated, of a good quality of tricotine, embroidered in black squares, and girdled with fancy black silk braid. **\$48.75**

For something softer and designed for late afternoon teas or for dinner wear, we are showing a black satin frock trimmed with black velvet ribbon. The skirt is smartly draped in under at the bottom. **\$48.75**

Macy's—Third Floor, 54th St., Rear.



Furs

For that last inimitable touch of smartness, which, however, must not be too expensive, one needs just the right fur. It should be trig and dapper, chic and engaging, something, in short, like the piquant scarf illustrated. Of beautifully shaded mink, this two-skin piece would add charm and spice to any street costume, and, moreover, will give good service. **\$68.75**

Macy's—Third Floor, 54th St., Front.

Shoes

The first step to success is taken with the right shoes. The boots pictured are especially designed to meet the needs of the smart business woman, both in regard to comfort and to style. Of dark brown calf skin, they have such touches as blind eyelets, a simulated tip, and a medium heel. **\$8.89**

Macy's—Second Floor, 54th St., Rear.

Sweaters

One is forever needing a sweater designed for warmth, for wear, and for smartness. We are offering a mohair wool sweater, cut on good lines, distinctive in style and quality, and particularly fitted to the needs of the business woman.

The pockets and belt are good features. In henna, brown and hunter green. **\$9.74**

Macy's—Third Floor, 54th St.



R. H. Macy & Co
HERALD SQUARE *Inc.* NEW YORK

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